

DEVELOPMENT OF PROMOTIONAL PROGRAMS~

JULY 5, 1994

(Assembled at PreCon)

CONCEPT

Concept is discussed with Packaging. Determination will be made to use existing structure or to develop a new structure. If a comp of the desired piece is available, it will be evaluated for structure and graphics.

EVALUATION

For new structure, a review by Purchasing Technical Services (PTS), PreCon, and NY Packaging is required to determine feasibility.

STRUCTURAL AGREEMENT

Alternatives are provided if the original design cannot be accommodated. All parties must agree on final structure.

DIELINES

Dielines will be developed by PTS and subsequent artboards or a disc will be delivered to Brand or directly to the agency for use in developing mechanicals. Print specifications/information will also be included with the dielines.

ARTWORK

Upon completion of artwork, mechanicals are submitted to Brand, Legal, and Packaging for approvals and then sent to Richmond for development. Quantity/product information should be sent by Brand to Sales Services so that the Assembly Fulfillment Form (AFF) can be completed. The AFF is vital in ordering materials for the program and getting product to PreCon.

COST, TIMING, SCHEDULING

Cost, timing, and scheduling is based on complexity of artwork, brand items involved, quantities, assembly time, shipping and tax stamping. IT IS EXTREMELY IMPORTANT THAT QUANTITIES BE ACCURATE AT THIS STAGE. Determination of print method and set up must be based on quantities and can have a major impact on development costs and affect cost of any reprint if needed at some future date.

DEVELOPMENT

The art is developed by Richmond PTS. A Development Request Form is completed by Packaging and a cost estimate is supplied by PTS. Brand signs this form in acknowledgment that the cost will eventually be charged back to Brand (or designated cost center). Color drawdowns and/or any four color proofing is approved by Packaging and Brand. (Note that press proofing is desirable but not always practical). Films are supplied, copy is checked. Turnaround for film approval is one day. If no Brand representative can be located, Packaging will give verbal approval based on supplied targets. Development time is variable, but usually takes from 6 to 8 weeks from art to materials delivery.

2041602882

PRINT/DELIVER

Once the material is printed, it must pass Taste and Odor (T&O) specifications. It is then shipped into PreCon and is ready for assembly.

ASSEMBLY

Based on the particular item, the piece will be either hand assembled or done on equipment. Any delays or improvements in timing due to equipment, cigarette availability, etc. will be communicated to Brand.

SHIPPING

Shipping will take approximately 2 weeks to the West Coast. Split shipments and/or air shipments are sometimes necessary. If items are to be hand tax stamped, product is usually required at the distributor a month before the program is to begin. If the items are stamped automatically, they are usually required at the distributor 2 weeks before the start of the program.

CONTACTS - PROJECT TEAM

2380 - Nancy Pilotti, NY Packaging (Project Coordination - Initial Contact)

3281 - Susan Spindel, NY Packaging (Project Coordination)

3771 - Dee Smith, NY Sales Services (Ordering, Distribution - Assembly Fulfillment Form)

7200 (Richmond) - Lenny Kosco, PreCon (Assembly)

5649 (Richmond) - Linda Huling, Purchasing Technical Services (Print Production)

5593 (Richmond) - Don Evers, Purchasing Technical Services (Structural Drawings)

2813 (Richmond) - Guy Jeanrenaud, Purchasing Agent (Materials)

3078 (Richmond) - Joyce Bylsma, Purchasing Assistant (Materials)

4102 (Richmond) - Al Denmark, Production Planning (Cigarettes)

2041602883